

nakd. Granola Blueberry Muffin

Natural Balance Foods

CMR Ref: 230678 1-1

Price: £4.50

Size: 365g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

# 33

Score out of 50

Average for the category: 41

Would only buy on special offer **41%**  
 For midweek **33%**  
 Not for me / us **18%**

\*percentage of participants who selected fit of product



Want to know more about the sales potential of this product?

Email [foodfax@cambridgemr.com](mailto:foodfax@cambridgemr.com) or call 01223 492050 for the full report on what drives consumer ratings.

## GRANOLA CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

Star Rating

% Who Rated

Reviewer Comments\*



Really tastes like a blueberry muffin

Excellent flavour

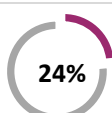
Fantastic flavours and no added sugar, just too expensive



Good amount of oats and nuts and fruits

Lovely taste and mix of ingredients but a little too costly to recommend

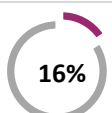
Tasty and better than expected but expensive.



Good flavour but very over priced

I like the flavour and texture. Far too expensive. Really small box.

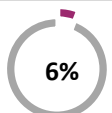
This product is nice but it is much too expensive, especially in the current cost of living crisis



I quite liked the flavour but it was very expensive

Really nice Very Moorish Unbelievably expensive

Far too expensive. And only tastes of blueberries



Not what I expected very sweet

Far too sweet, should be in the cake aisle

\* Reported verbatim as made by our reviewers



### Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
382	7.1	1.4	63	17	14	9.2	0.03

### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
17%	8%	5%	21%	57%	47%	18%	1%

Daily Intake percentages are based on the requirements for an average female with no special dietary requirements and an assumed energy intake of 2000 kcal.